

## **Airport Authority Advertising Policy**

It shall be the policy of the Allegheny County Airport Authority (Authority) to accept advertising from third parties for posting in and on the Authority's property or property that is controlled by the Authority, at rates set by the Authority or its designee, which shall be established in the Authority's sole discretion, with the objective of maximizing non-airline derived revenue while maintaining standards of civility and decency without infringing upon rights guaranteed by the constitutions of the Commonwealth and United States. The advertising premises and advertising spaces established by the Authority shall be non-public forums in which advertising is reserved for commercial content, rather than public discourse and debate.

In accordance with FAA Grant Assurance 24, the Authority seeks to be as self-sustaining as possible. The Authority capitalizes on the demand for advertising space at the Airports to meet its responsibilities to generate revenue.

To that end, the Authority will *not* accept advertisements that fall into any of the following categories:

- Advertisements that are unlawful, misleading, fraudulent, libelous or, slanderous.
- Advertisements that employ or commercially exploit the likeness, picture, image or name of any person, and/or the trademark, trade name, copyrighted materials or other intellectual property of a third party, without definitive written proof of express authorization.
- Advertisements that contain, employ, or imply profane or vulgar language.
- Advertisements that glamorize, promote, or depict images of sexual conduct, pornography, nudity, sexually-oriented goods or services or businesses that traffic in such goods or services; that appeal to prurient interests; or are otherwise obscene.
- Advertisements that glamorize, promote, or depict images of violence; conduct that is violent, criminal or otherwise illegal; or gore, including images of firearms, weapons, and dead or mutilated bodies, body parts, or fetuses (of humans or animals).
- Advertisements that suggest or otherwise tend to promote or encourage behavior or conduct on the Authority's property or property controlled by the Authority could or would cause harm or injury to the Authority, its officers and employees, its contractors, or persons using the Authority's property or property controlled by the Authority.
- Advertisements that, if permitted, would subject the Authority to the risk of civil or criminal liability.
- Advertisements that promote or depict the sale or use of marijuana, cannabis, THC, or any other products that contain THC, marijuana, or marijuana derivatives.
- Advertisements that directly or impliedly disparage, threaten, or ridicule any person or group of persons on the basis of race, religious beliefs (or lack thereof), age, sex, gender identity, sexual orientation, national origin, or disability.
- Advertisements that promote the existence or non-existence of a supreme deity, deities, being or beings; that address or promote a specific religion, religious beliefs or lack of religious beliefs; that directly quote or cite to scriptures, religious texts or texts involving religious beliefs or lack of religious beliefs; or are otherwise religious in nature.
- Advertisements that are political in nature or contain political messages, including advertisements involving political figures or candidates for public office, advertisements involving political parties or political affiliations, and/or advertisements involving an issue reasonably deemed by the Authority to be political in nature in that it directly or indirectly implicates the action, inaction, prospective action, or policies of a governmental entity (such as advertisements involving abortion, gun control, gay marriage, mining, or other

mineral extraction). Nothing in this provision prevents the Authority from accepting non-political public service announcements or messages that are not otherwise prohibited under this Advertising Policy.

- Advertisements concerning products or services that appear to be false, misleading, deceptive or that involve illegal activity, including prostitution, illegal gambling, or the illicit sale of controlled substances.
- Advertisements that are aesthetically inappropriate or otherwise appear unprofessional looking in nature or presentation, that may be offensive to passengers or that are reasonably determined not to be in good taste.
- Advertising that the Authority deems competitive with the other revenue generating activities of the Authority and/or which could have the effect of reducing any of the Authority's aeronautic and/or non-aeronautic revenues or its ability to be financially self-sustaining, or that could reduce travel and tourism in the Region.
- Advertising that directs viewers or callers, such as via a website, app, or telephone number, to materials that violate the preceding restrictions.

All third-party advertisements appearing on the Authority's property must contain the following disclaimer: "The views and/or opinions expressed by the advertiser are not necessarily those of Airport Authority." This disclaimer shall appear in a consistent form and manner on all third-party advertisements.

To balance the competing interests of airline tenants, advertising by an airline is prohibited in areas in which another airline has a preferential or exclusive lease; and in gates, hold rooms, bag claim device areas, and ticket counter areas that are designated for common use. An exception is made for only airline branding in common use areas, such as hold rooms, but only during the period in which the airline is in control of and using the area. All other areas of the Airport terminals and outside locations are permissible for airline advertising; provided that the duration of such advertising may be limited if necessary to accommodate requests from other airlines in order to ensure equal access to all airlines operating at the Airports, with preference given to airlines who are signatory to the Authority's Airline Operating Agreement.

If neither the Authority nor its advertising concessionaire has a contract in place for the use of advertising space, the space will be available for Community Promotion Advertising, Aviation-related Governmental Advertising, or Public Service Advertising. In addition, the Authority may use any unsold space to: (1) Promote the Airports' facilities, products, and services; (2) Announce the start-up of a new air service route or the arrival of a new airline to the Authority; (3) Create awareness for the breadth of the Authority's air service network and improvements to terminals and other facilities; or (4) Promote concessionaires operating within the airport.

**It is the Authority's declared intent not to allow any of its property (or property controlled by the Authority) to become a public forum for dissemination, debate, or discussion of issues that are political, religious, or otherwise prohibited under this Advertising Policy.**

Nothing in this Advertising Policy shall be interpreted or construed to prevent the Authority from entering into co-sponsorship agreements with third parties relative to advertisements that the Authority, in its sole discretion, deems supportive of public transit, aviation, or otherwise in the best interest of the Authority's business operations.

The Authority's Advertising Policy shall be deemed adopted and effective as of the date stated below, and it shall apply to all proposed advertisements presented to the Authority and/or

advertising contracts entered into between the Authority and a third-party advertiser from said effective date forward.